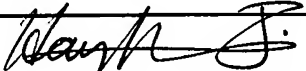


(modified PTO/SB/08A)

U.S. Department of Commerce Patent and Trademark Office		<u>Complete if Known</u>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> (use as many sheets as necessary)  FEB 28 2005 PATENT & TRADEMARK OFFICE		Application Number:	10/634,501
		Filing Date:	August 5, 2003
		First Named Inventor:	Darrell ANDERSON
		Group Art Unit:	<del>2171</del> 2161
		Examiner Name:	Not yet assigned HA
Sheet	1	of	1
		Attorney Docket No.:	Google-54 (GP-064-06-US)

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>
HA	AA	Acey, Madleine, "Web ads that hit the button, Broker dynamically targets news content," FTMarketWatch, (May 10, 2001), 2 pgs.	

Examiner Signature		Date Considered	7-22-05
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.